



# Kahoot!

**Make learning awesome**

Q2 2021 Presentation  
August 19 2021



Lifelong  
learning

Gamification

ESG commitments driving focus on  
education and inclusiveness

New ways to create,  
share and consume  
information

# **Global megatrends and technology is reshaping education**

*Trends shaping learning and learners*

Accelerating  
demand for  
workforce  
upskilling and  
reskilling

Rising need for soft skills,  
social- emotional learning

K12 and Higher  
Ed shifting to  
digital

Hybrid  
teaching and  
learning

Short attention  
spans!

Fun and  
engaging  
learning



**Our vision is to build  
the leading learning  
platform in the world**

**29m+**

Active Kahoot accounts



Recognized  
market  
leader

**930K+**

Paid subscriptions

**100m+**

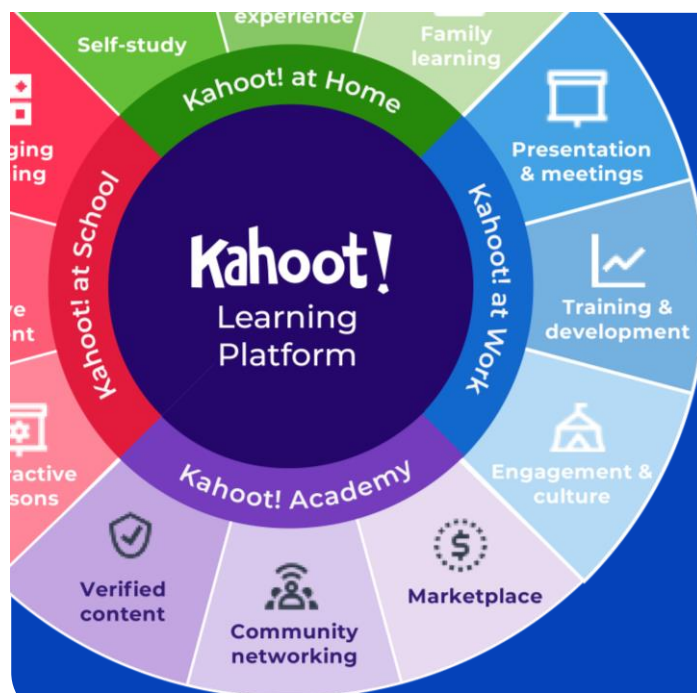
User generated  
kahoots

**DROPS**

Language learning  
apps for everyone

**K!360**

Employee  
engagement &  
corporate learning



**Kahoot!**  
Make learning  
awesome

**Kahoot! ACADEMY**

Connect, marketplace  
& content partners



Employee app  
for remote employees

**K!EDU**

Elevate learning at  
your school or district

**Kahoot!+**

Awesome learning for  
the entire family

**DRAGONBOX**

Learn math &  
algebra apps

**poio**  
by Kahoot!

Learn  
to read app

**motimate**  
a fun and easy  
mobile learning  
app

**WHITEBOARD.fi**

A collaborative online  
whiteboard tool



# Why everyone loves Kahoot!

## Embraced by 9m teachers

“Kahoot! helps me engage students in class and for homework, and also works great for virtual lessons even when school is closed

As do millions of teachers globally



## Loved by students across the globe

“I love Kahoot!  
It makes learning fun!

As do hundreds of millions of students



## Trusted by parents and families

“Kahoot! allows me to engage in playful learning with my family in a social setting

As do millions of families around the world



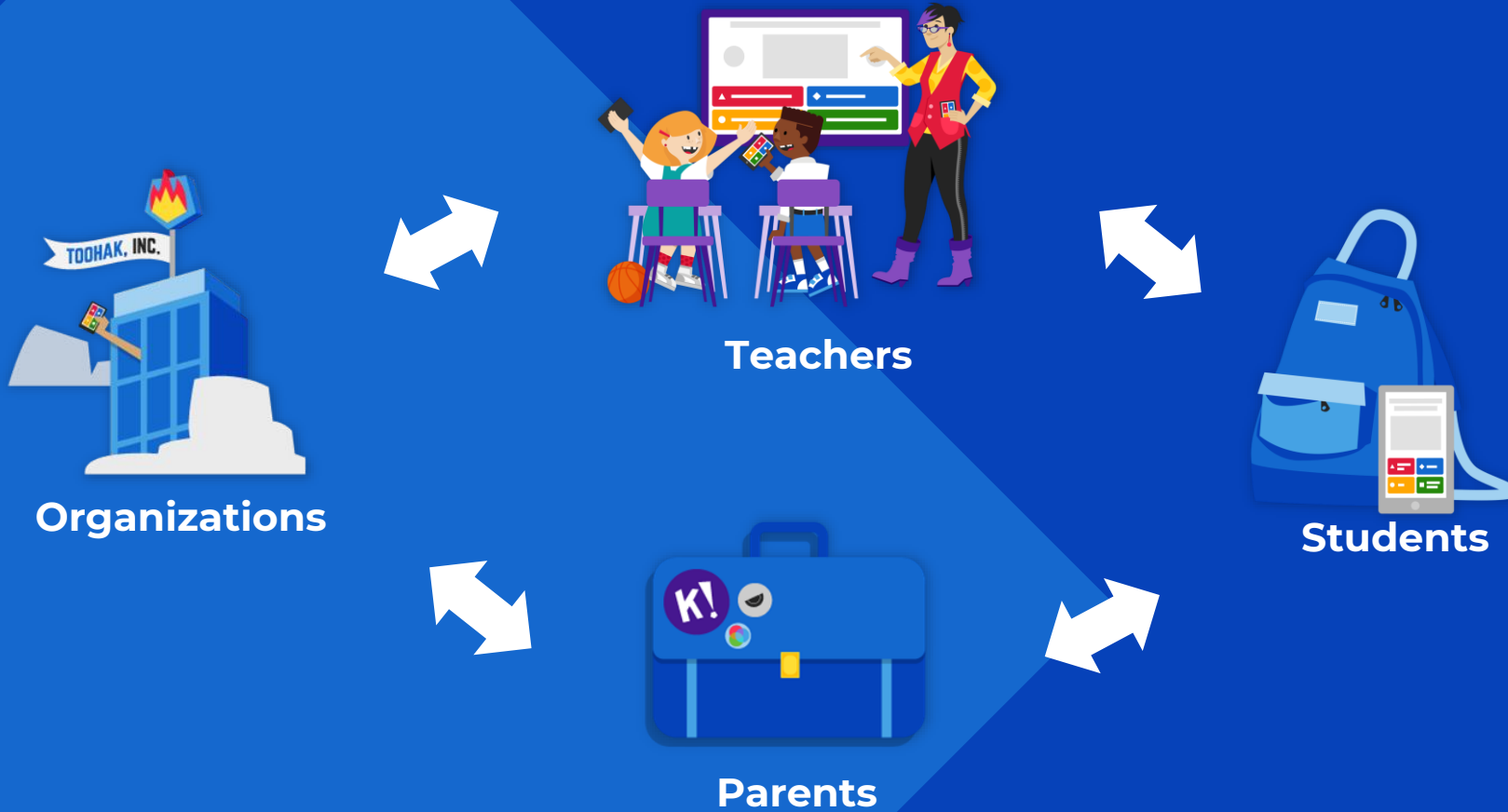
## Integral for corporate culture and learning

“Kahoot! breaks down barriers and connects teams

As do hundreds of thousands of organizations in over 150 countries



# To play Kahoot! is to promote Kahoot!



**The Kahoot! viral distribution model generates millions of new accounts and app downloads every month**

# Kahoot! Group highlights Q2 2021

- **Strong growth on the Kahoot! platform** with 29m active accounts last twelve months representing 43% YoY growth
- **Continued growth in paid subscriptions, reaching 933K** in Q2 2021, an increase of 173K from Q1 2021 whereof the acquired unit Motimate contributed with 140K. The net organic growth was 33K whereof 21K on the Kahoot! Platform. Kahoot! At School representing the main growth reaching 295K, Kahoot! At Home reaching 234K and Kahoot! At Work reaching 403K. The YoY increase in paid subscriptions, including acquisitions was 663K, representing 246% growth YoY.
- **Invoiced revenue in Q2** of \$20.6m, **up 114% YoY**. Invoiced revenue in 1H of \$39.6m, **up 147% YoY**
- **ARR** (Annual Recurring Revenue) of \$75m, **up 200% YoY**
- **Positive adjusted cash flow from operations of \$5.0m** in Q2 2021, compared to \$3.9m in Q2 2020
- **EBITDA for Q2 2021** (excluding share-based compensation expenses and related payroll taxes, acquisition related expenses and listing cost) of **\$4.2m**, representing **22.6%** adjusted **EBITDA margin**
- **Solid financial cash position of \$440m** per Q2 2021, no interest-bearing debt in the company
- Completed the acquisition of **Motimate** to strengthen Kahoot!'s offerings in employee engagement and corporate learning, and announced the acquisition of **Clever**

**246%**

YoY growth in paid subscriptions per Q2

**114%**

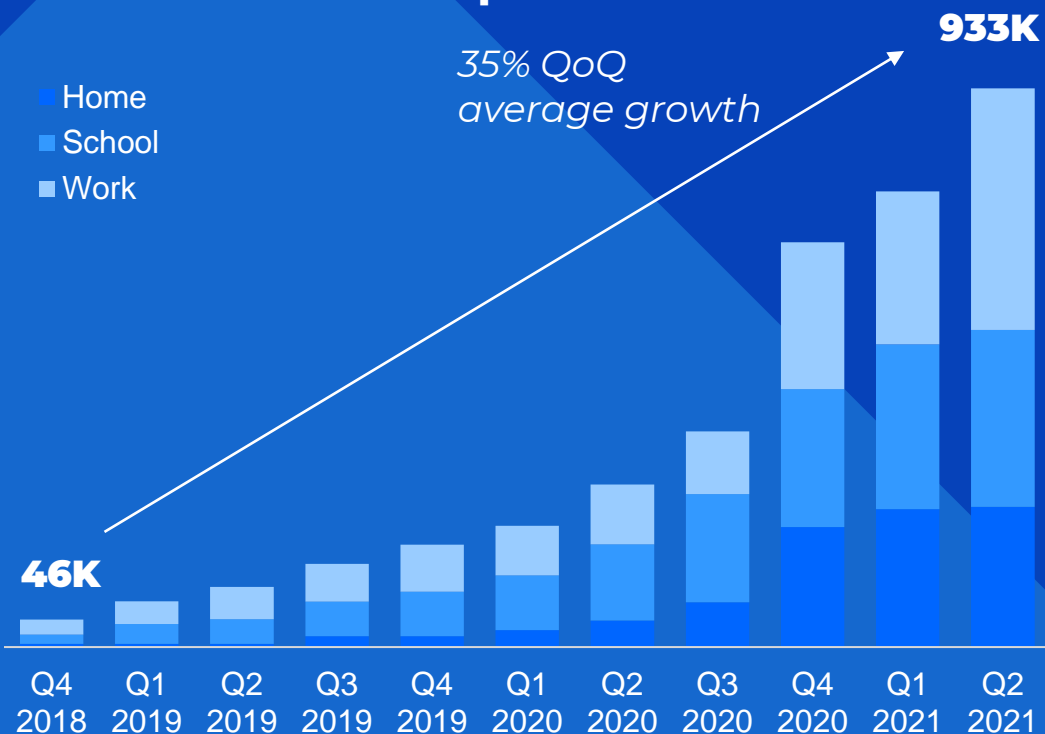
Q2 YoY growth in invoiced revenue

**24%**

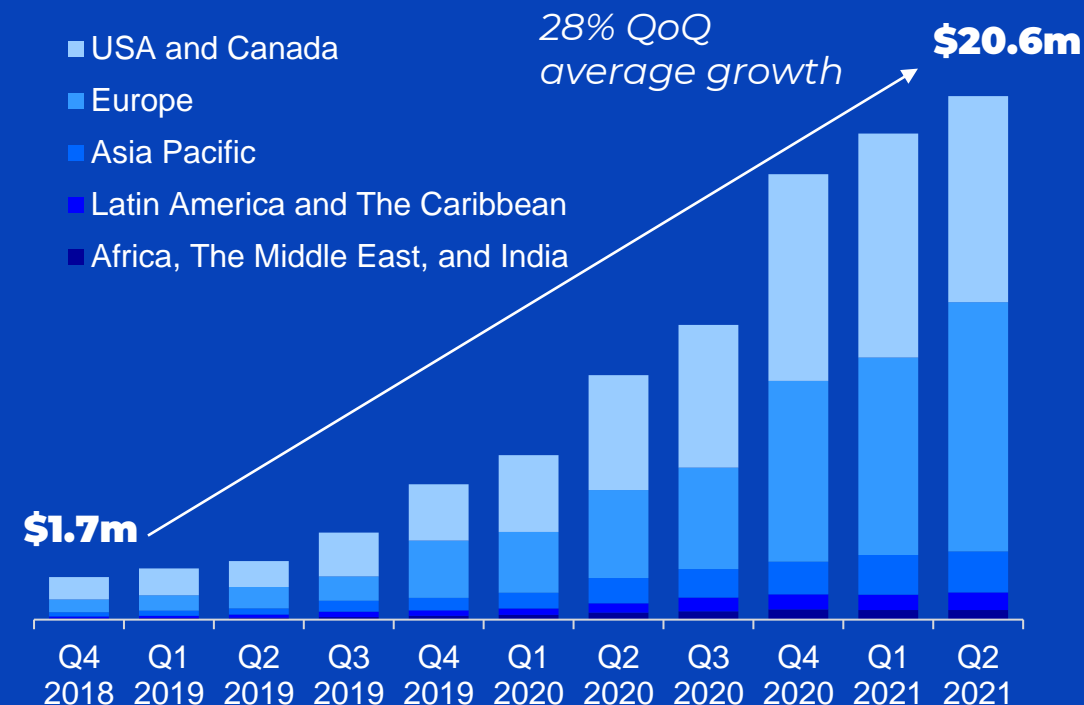
Q2 cash conversion from invoiced revenue

# Kahoot! Group accelerating momentum

## Paid subscriptions <sup>1)</sup>



## Invoiced revenue <sup>2)</sup>



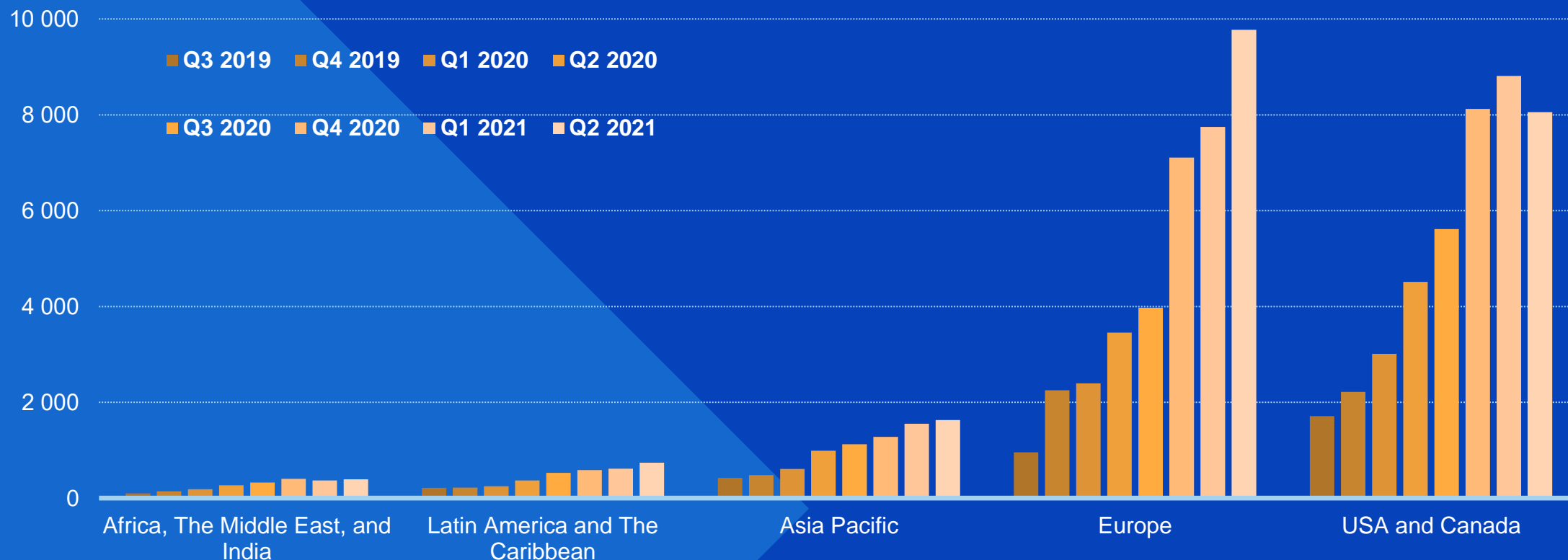
Reached 933K paid subscriptions in Q2 2021, an increase of 173K from Q1 2021, whereof the acquired unit Motimate contributed with 140K. The net organic growth was 33K whereof 21K on the Kahoot! Platform. Kahoot! At School representing the main growth reaching 295K, Kahoot! At Home reaching 234K and Kahoot! At Work reaching 403K. The YoY increase in paid subscriptions, including acquisitions was 663K, representing 246% growth YoY.

<sup>1)</sup> Paid subscriptions is defined as total number of users on paid subscription per the end of the period, including new units from the time of acquisition

<sup>2)</sup> Conversion to paid subscriptions in all segments from customers in more than 150 countries

# Kahoot! Group invoiced revenue per region

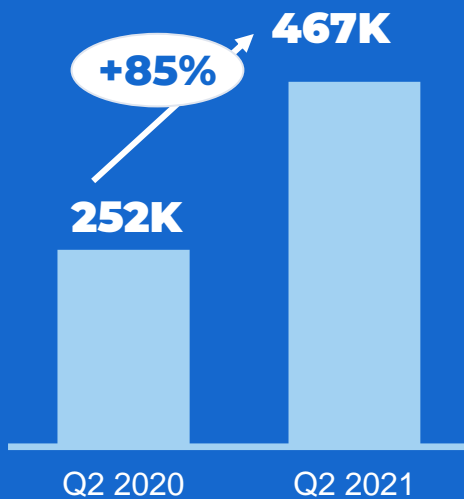
(in thousands USD)



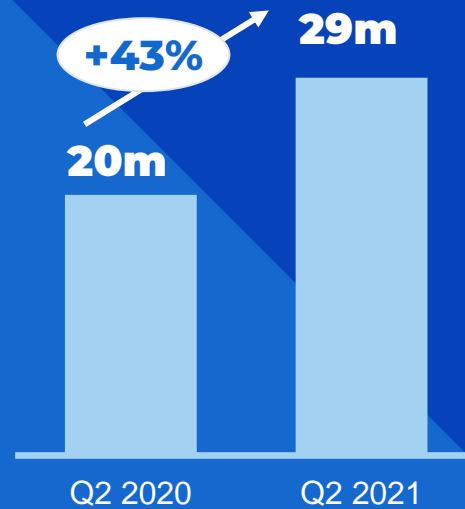
Kahoot! has paying subscribers in more than 150 countries, whereof Europe represents 48% as the biggest region and expecting USA and Canada to continue the QoQ growth in Q3 with continued positive development in other regions.

# Kahoot! Platform – continued growth

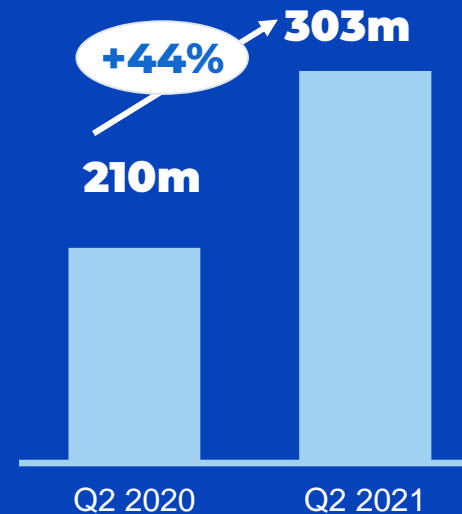
## Paid subscriptions



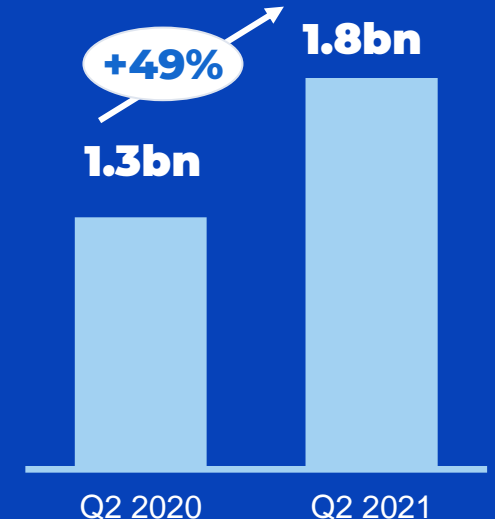
## Active accounts



## Hosted games



## Participants



The user growth on the Kahoot! platform in the last twelve months continued, with 29m active accounts (43% YoY growth). Number of hosted games last twelve months was 303m (44% YoY growth) with 1.8bn participants (24% YoY growth), and 85% YoY growth on core Kahoot! paid subscriptions.



# Key financial figures development

## Key financial figures development

Financial figures presented in USD millions

	Q2'21	Q1'21	Q4'20	Q3'20	Q2'20	Q1'20	Q4'19	Q3'19	Q2'19	Q1'19
<b>Invoiced revenue</b>	<b>20.6</b>	<b>19.1</b>	<b>17.5</b>	<b>11.6</b>	<b>9.6</b>	<b>6.5</b>	<b>5.3</b>	<b>3.4</b>	<b>2.3</b>	<b>2.0</b>
Invoiced revenue growth QoQ	1.5	1.6	5.9	2.0	3.1	1.1	1.9	1.1	0.3	0.3
Invoiced revenue growth QoQ %	8 %	9 %	50 %	21 %	49 %	21 %	56 %	48 %	15 %	20 %
Invoiced revenue growth YoY	11.0	12.6	12.2	8.2	7.3	4.5	3.6	2.5	1.7	1.7
Invoiced revenue growth YoY %	114 %	195 %	230 %	241 %	317 %	222 %				
<b>Revenue and operating income</b>	<b>18.4</b>	<b>16.2</b>	<b>12.0</b>	<b>9.2</b>	<b>5.6</b>	<b>4.2</b>	<b>2.8</b>	<b>3.1</b>	<b>1.4</b>	<b>1.2</b>
Cost of sales	1.7	1.3	1.4	1.4	0.7	0.4	0.3	0.2	0.2	0.1
Employee benefit expenses <sup>1)</sup>	6.5	6.2	5.7	2.4	3.9	2.9	2.5	2.2	1.6	1.8
Other operating expenses <sup>2)</sup>	6.1	5.0	4.1	2.3	2.3	1.9	1.9	1.4	1.5	1.3
<b>Total cost</b>	<b>14.2</b>	<b>12.5</b>	<b>11.2</b>	<b>6.1</b>	<b>6.8</b>	<b>5.2</b>	<b>4.7</b>	<b>3.8</b>	<b>3.3</b>	<b>3.2</b>
<b>Net cash flow from operations <sup>3)</sup></b>	<b>5.0</b>	<b>5.4</b>	<b>7.0</b>	<b>5.2</b>	<b>3.9</b>	<b>1.1</b>	<b>1.4</b>	<b>-0.6</b>	<b>-1.5</b>	<b>-1.9</b>
Cash flow from oper. in % of invoiced	24 %	28 %	40 %	45 %	41 %	17 %	27 %	-17 %	-63 %	-94 %
<b>Cash and cash equivalents</b>	<b>440.5</b>	<b>253.6</b>	<b>256.1</b>	<b>72.5</b>	<b>73.4</b>	<b>34.0</b>	<b>40.9</b>	<b>13.4</b>	<b>24.7</b>	<b>26.5</b>
<b>Employee full time equivalents</b>	<b>244</b>	<b>204</b>	<b>182</b>	<b>127</b>	<b>128</b>	<b>120</b>	<b>110</b>	<b>100</b>	<b>73</b>	<b>62</b>

## Comments:

- 114% Q2 YoY invoiced revenue growth
- \$23.6m YoY increase in invoiced revenue for the first half 2021
- Continued QoQ growth in invoiced revenue and operating revenue
- Scalable business model with increased leverage; Infrastructure cost for both free and paid users included in our current cost base
- Continued strong net cash flow from operations, up more than 100% YoY per 1H 2021
- Trailing 12-month invoiced revenue of \$68.8m vs. total cost of \$44.1m for the corresponding period

<sup>1)</sup> Adjusted for share-based compensation expenses and related payroll taxes

<sup>2)</sup> Adjusted for acquisition-related expenses, and listing cost preparations

<sup>3)</sup> Adjusted for cash out flow for expenses related to acquisitions

# Condensed profit and loss statement

## Condensed profit and loss statement

Financial figures presented in USD millions

	Q2 2021	Q2 2020	H1 2021	H1 2020	FY 2020
<b>Total revenue and other operating income</b>	<b>18.4</b>	<b>5.6</b>	<b>34.6</b>	<b>9.8</b>	<b>31.0</b>
Cost of sales	1.7	0.7	3.1	1.1	3.8
Employee benefit expenses	1.0	5.4	10.7	8.3	31.6
Other operating expenses	7.7	2.3	14.0	4.1	11.6
<b>Total operating expenses</b>	<b>10.4</b>	<b>8.4</b>	<b>27.8</b>	<b>13.5</b>	<b>47.0</b>
<b>EBITDA before adjustments</b>	<b>8.0</b>	<b>-2.8</b>	<b>6.8</b>	<b>-3.7</b>	<b>-15.9</b>
Share based payment expenses	1.8	0.4	3.9	0.5	3.1
Social security tax share based payments	-7.3	1.2	-5.9	1.0	14.2
Acquisition transaction and listing cost	1.6	0.0	3.0	0.0	1.0
<b>EBITDA adjusted</b>	<b>4.2</b>	<b>-1.2</b>	<b>7.8</b>	<b>-2.2</b>	<b>2.3</b>
<i>Adjusted EBITDA margin (%)</i>	<i>22.6 %</i>	<i>-22.0 %</i>	<i>22.7 %</i>	<i>-22.2 %</i>	<i>7.5 %</i>

## Comments:

- Continued strong Q2 YoY revenue growth of 230%, an increase of \$12.8m to \$18.4m
- Employee benefit expenses of \$1.0m in Q2 2021 compared to \$5.4m in Q2 2020. The low Q2 2021 cost is due to \$5.5m reversed provision for social security taxes on vested share options, which give an operational cost base on Employee benefit expenses of \$6.5m in Q2.
- Q2 EBITDA improved by \$10.8m YoY
- Q2 EBITDA adjusted for share-based compensation expenses and related payroll taxes, acquisition-related expenses and listing cost improved by \$5.2m YoY
- Adjusted EBITDA margin of 22.6% for Q2 2021

# Condensed balance sheet

## Condensed balance sheet statement

Financial figures presented in USD millions

	30.06.2021	30.06.2020	31.12.2020
Goodwill	99.7	18.1	77.7
Intangible assets	45.8	7.3	34.4
Property, plant and equipment	0.4	0.3	0.4
Right-of-use assets	2.7	2.5	3.2
<b>Total non-current assets</b>	<b>148.6</b>	<b>28.3</b>	<b>115.7</b>
Trade receivables	5.1	0.6	2.7
Other current assets	5.4	1.3	3.3
Cash and cash equivalents	440.5	73.4	256.1
<b>Total current assets</b>	<b>451.0</b>	<b>75.2</b>	<b>262.1</b>
<b>Total assets</b>	<b>599.6</b>	<b>103.5</b>	<b>377.8</b>
<b>Total equity</b>	<b>505.4</b>	<b>73.8</b>	<b>288.4</b>
Lease liabilities	1.9	2.1	2.3
Deferred tax liability	8.0	1.2	5.8
Other non-current liabilities	13.1	0.0	15.4
<b>Total non-current liabilities</b>	<b>23.0</b>	<b>3.2</b>	<b>23.6</b>
Lease liabilities	0.9	0.5	1.0
Trade payables	3.1	0.8	1.8
Contract liabilities (deferred revenue)	33.5	11.8	27.9
Other current liabilities	33.7	13.4	35.1
<b>Total current liabilities</b>	<b>71.2</b>	<b>26.5</b>	<b>65.8</b>
<b>Total equity and liabilities</b>	<b>599.6</b>	<b>103.5</b>	<b>377.8</b>

## Comments:

- The increase in goodwill and intangible assets In the first half 2021 is due to the acquisition of Whiteboard and Motimate
- Strong cash position of \$440m per the end of Q2 2021
- Deferred revenue reached \$33.5m per the end of Q2 2021, compared to \$11.8m per the end of Q2 2020, an increase of \$21.7m
- Solid balance sheet with no interest-bearing debt and equity ratio of 84%

# Cash flow statement

## Condensed cash flow statement

Financial figures presented in USD millions

	Q2 2021	Q2 2020	H1 2021	H1 2020	FY 2020
Net cash flow from operating activities	3.4	3.9	8.9	5.0	17.4
Net cash flow from investing activities	-12.0	0.0	-19.5	-0.1	-34.4
Net cash flow from financing activities	195.6	32.7	195.4	31.5	231.1
<b>Net change in cash and cash equivalents</b>	<b>187.0</b>	<b>36.6</b>	<b>184.8</b>	<b>36.4</b>	<b>214.1</b>
Cash and cash equivalents at begin. of period	253.6	34.0	256.1	40.9	40.9
Effects of exchange rate changes on cash	-0.1	2.8	-0.4	-3.9	1.2
<b>Cash and cash equivalents at end of period</b>	<b>440.5</b>	<b>73.4</b>	<b>440.5</b>	<b>73.4</b>	<b>256.1</b>
<b>Adjusted cash flow from operating activities<sup>1)</sup></b>	<b>5.0</b>	<b>3.9</b>	<b>10.4</b>	<b>5.0</b>	<b>17.4</b>

<sup>1)</sup> Adjusted for cash out flow for expenses related to acquisitions

## Comments:

- Continued strong cash flow from operations<sup>1)</sup> exceeding \$10m for the first half of 2021
- Cash flow from investing activities in H1 2021 was -\$19.5 million mainly due to the acquisitions of Whiteboard and Motimate, including payment of earn-out considerations for the Actimo and Drops acquisitions.

# Forward looking statement

	Kahoot! FY 2018	Kahoot! FY 2019	Kahoot! FY 2020	Kahoot! FY 2021	Clever FY 2021
<b>Invoiced revenue</b>	\$3.5m	\$13m	\$45m	\$90-100m	\$44m
<b>Paid subscriptions*</b>	46K	170K	675K	1.1m	

- For the full year 2021, the Kahoot! Group reiterates the ambition to reach \$90-100 million in invoiced revenues with continued solid positive cash flow from operations and to reach 1.1 million paid subscriptions. For the third quarter 2021, the Kahoot! Group expects invoiced revenue of \$22 million, representing approx. 90% YoY growth, and to reach 1 million paid subscriptions.
- Financial effects from the announced Clever acquisition are not included in the forward looking statement. Forward looking statement reflecting Clever will be presented following the closing of the transaction.
- The Company will explore the opportunity for a secondary listing, with timing of the listing being subject inter alia to the closing of the Clever transaction.

*\*Including acquired units*

# Kahoot! ambitions next three years

(Excluding Clever)



## Significant scale

\$200m+ Annual Recurring Rev. end of 2023

Target Kahoot! ARR end of year <sup>2)</sup>  
(in millions USD)

## Retention & expansion

100%+ net \$ retention for larger organizations

## Engagement

Adding net 3m+ active accounts annually

## Commercial

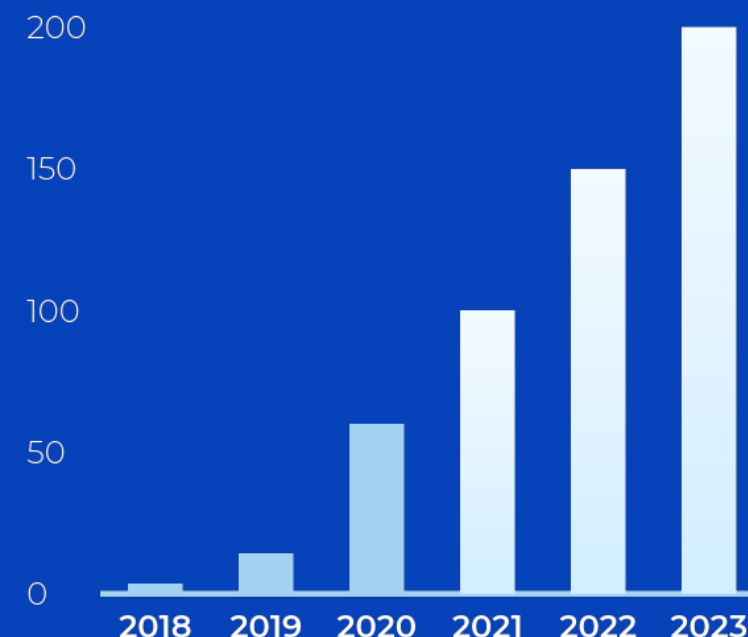
Adding net new 250K subscriptions annually <sup>1)</sup>

## Operating leverage

40%+ EBITDA margin

## Cash flow

Cash flow from operations exceeding EBITDA



**\*Kahoot! Group ambitions will be updated to include Clever after closing of the transaction**

<sup>1)</sup> Not including Home & Study subscriptions

<sup>2)</sup> Not including ARR from future acquisitions



# Summary



A globally recognized brand across sectors and segments



A scalable cloud platform supported by a viral business model



Experienced organization with growth track record from the industry



Clear path to profitable growth with positive cash flow from operations



Continuously improving all services for all segments and user groups



Solid funding for strategic partnerships and non-organic growth

# Join the Kahoot! journey



**Teacher**

[kahoot.com/school](https://kahoot.com/school)



**Student**

[kahoot.com/study](https://kahoot.com/study)



**Parent**

[kahoot.com/home](https://kahoot.com/home)



**Professional**

[kahoot.com/work](https://kahoot.com/work)



**Investor**

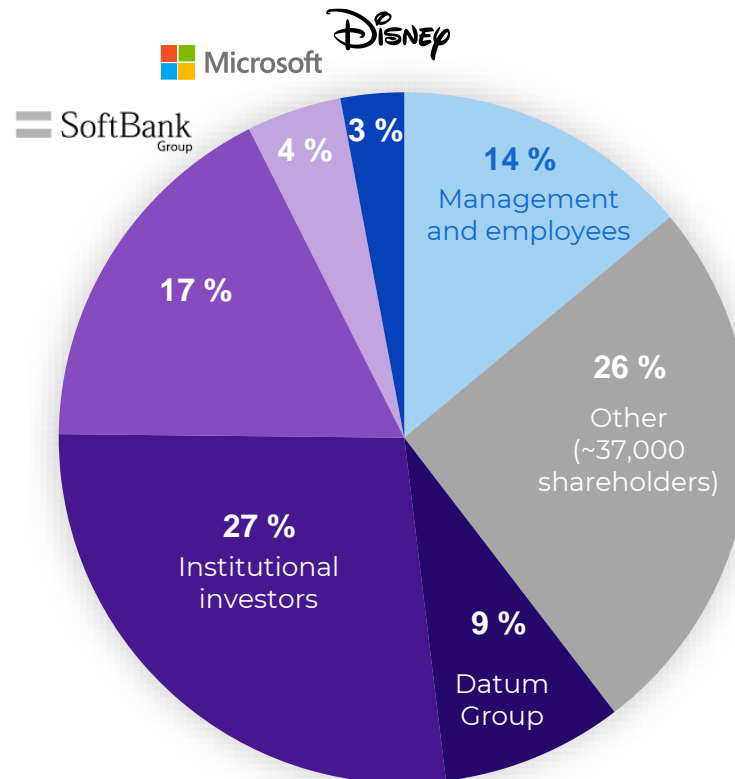
[kahoot.com/investor](https://kahoot.com/investor)

Stay up to date, visit [kahoot.com/news](https://kahoot.com/news)

# Kahoot! shareholder overview

Kahoot! ASA has a total of 472.7m common shares and more than 37,000 shareholders. The shares are listed on Oslo Stock Exchange with ticker code KAHOT

Shareholders per August 16, 2021	Shares (m)	%
1 SoftBank	82.3	17.4 %
2 Glitrafjord	41.2	8.7 %
3 Datum Group	40.1	8.5 %
4 State Street Bank and Trust Comp	20.3	4.3 %
5 Creandum III LP	20.0	4.2 %
6 Citigroup Global Markets Inc.	13.5	2.9 %
7 The Bank of New York Mellon	12.8	2.7 %
8 Versvik Invest AS	12.6	2.7 %
9 State Street Bank and Trust Comp	8.7	1.8 %
10 Newbrott AS	7.6	1.6 %
11 Nordnet Bank AB	6.2	1.3 %
12 UBS AG	6.0	1.3 %
13 Euroclear Bank S.A./N.V.	5.6	1.2 %
14 MP Pensjon PK	5.4	1.1 %
15 Gamification AS	5.2	1.1 %
16 J.P. Morgan Bank Luxembourg S.A.	5.1	1.1 %
17 The Bank of New York Mellon SA/NV	4.7	1.0 %
18 Sanden AS	4.5	0.9 %
19 Pershing LLC	3.7	0.8 %
20 J.P. Morgan Bank Luxembourg S.A.	3.7	0.8 %
Other	163.4	34.6 %
<b>Total outstanding shares</b>	<b>472.7</b>	<b>100.0 %</b>
Outstanding share options	21.5	
<b>Total no. of shares (fully diluted)</b>	<b>494.2</b>	



Oslo Stock Exchange:	KAHOT
Yahoo! Finance	KAHOT.OL
Reuters:	KAHOT.OL
Bloomberg:	KAHOOT:NO
Number of common shares:	472,689,510
Outstanding share options:	21,545,850
Total no. of shares (fully diluted):	494,235,360
Share price (August 17, 2021):	NOK 37.20
Avg. daily trading volume YTD (shares):	2,905,000
Market Cap total (August 17, 2021):	NOK 17.6bn



# Kahoot!

## Company Overview



***Making learning awesome!***


Our vision is to build the leading learning platform in the world

What's your mood today?





im good a bit sad  
happy great  
lonely okay





**Google**





WebSafe Images library provided by Getty Images



Geography Outdoors Nature Sky Sea Pacific Ocean Animal Wildlife Animals in the Wild Sky



Available in Japanese, Turkish, Polish,  
Dutch, English, Spanish, Portuguese (BR),  
French, Norwegian, German & Italian



## Distribute and play kahoots directly from the Microsoft Teams App

COMING 2021!



# Global learning unleashed!

The Kahoot! app and live game just launched in **Japanese, Turkish, Polish** and **Dutch**, in addition to the **7 languages** already available: English, Spanish, Portuguese (BR), French, Norwegian, German & Italian

Also launching in **Arabic** and **simplified Chinese** second half 2021





# Kahoot! App in 11 languages

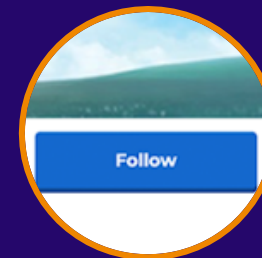


Learn to read  
in **German**  
and **Italian!**

**poio**  
by Kahoot!



# Kahoot! **ACADEMY**



Community for  
teachers and  
content  
partners

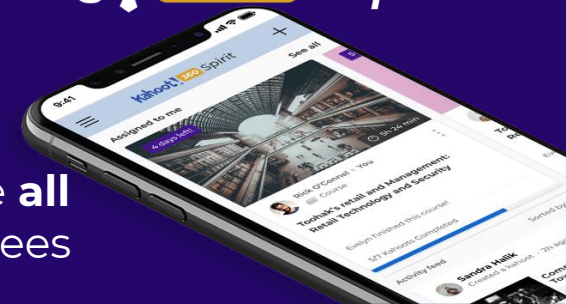
# Student Study Leagues



# Enhancing the Kahoot! learning experience

*Selected new product and feature  
releases last 12 months*

# Kahoot! **360** Spirit

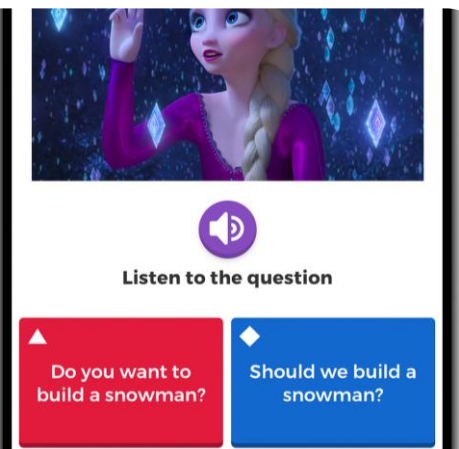


Engage **all**  
employees

Enhancing the enterprise  
employee experience



Study  
mode  
with text  
to speech



# Language learning With Drops and the Kahoot! App



Kahoot!

# Kahoot! *at home*

Kahoot! used for both personal use  
and for the entire family for engaged  
learning and knowledge sharing,  
inspiring millions of individuals

Free and from \$5 per user per month

Kahoot!+ DROPS DRAGONBOX poio  
by Kahoot!

# Kahoot! *at school*

Millions of teachers and thousands of  
educational institutions around the world  
are using premium editions to drive learning  
and engage students

Free and from \$3 per teacher per month

K!EDU

DROPS

DRAGONBOX

poio  
by Kahoot!

WHITEBOARD.fi

# Kahoot! *at work*

All kinds of organisations are using Kahoot! at work  
to engage employees, connect teams, ensure training  
and build team spirit and corporate culture

From \$10 per user per month

K!360



actimo

motimate



Connecting the global educator community  
and providing high-quality, verified content,  
to ensure that every student gets access to  
awesome learning at school and home

connect

marketplace

content partners



# Kahoot! *at school*







**87%**  
of the global top  
500 universities  
are Kahoot!ing

Source: The Times Higher Education  
World University Rankings (2020)

Over  
**10K**

educational  
institutions have  
already deployed  
multiuser Kahoot!  
teacher licenses



Equip IT admins with  
increased control,  
security & compliance

**K!EDU**

Elevate learning at  
your entire school or  
district



**Kahoot!** *at school*

**WHITEBOARD.fi**

A collaborative, online  
whiteboard tool



**Make lessons  
interactive**

#### Import slides from presentation

Add slides from your existing presentations to this kahoot. Before uploading a file with your presentation, make sure it only contains the slides you need.



Drag and drop your file here!

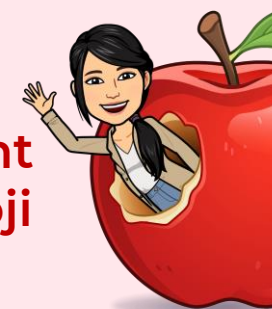
Upload file



**100s of millions**  
of students

Embraced by over  
**9 million**  
teachers globally

**Next level  
engagement  
with Bitmoji**

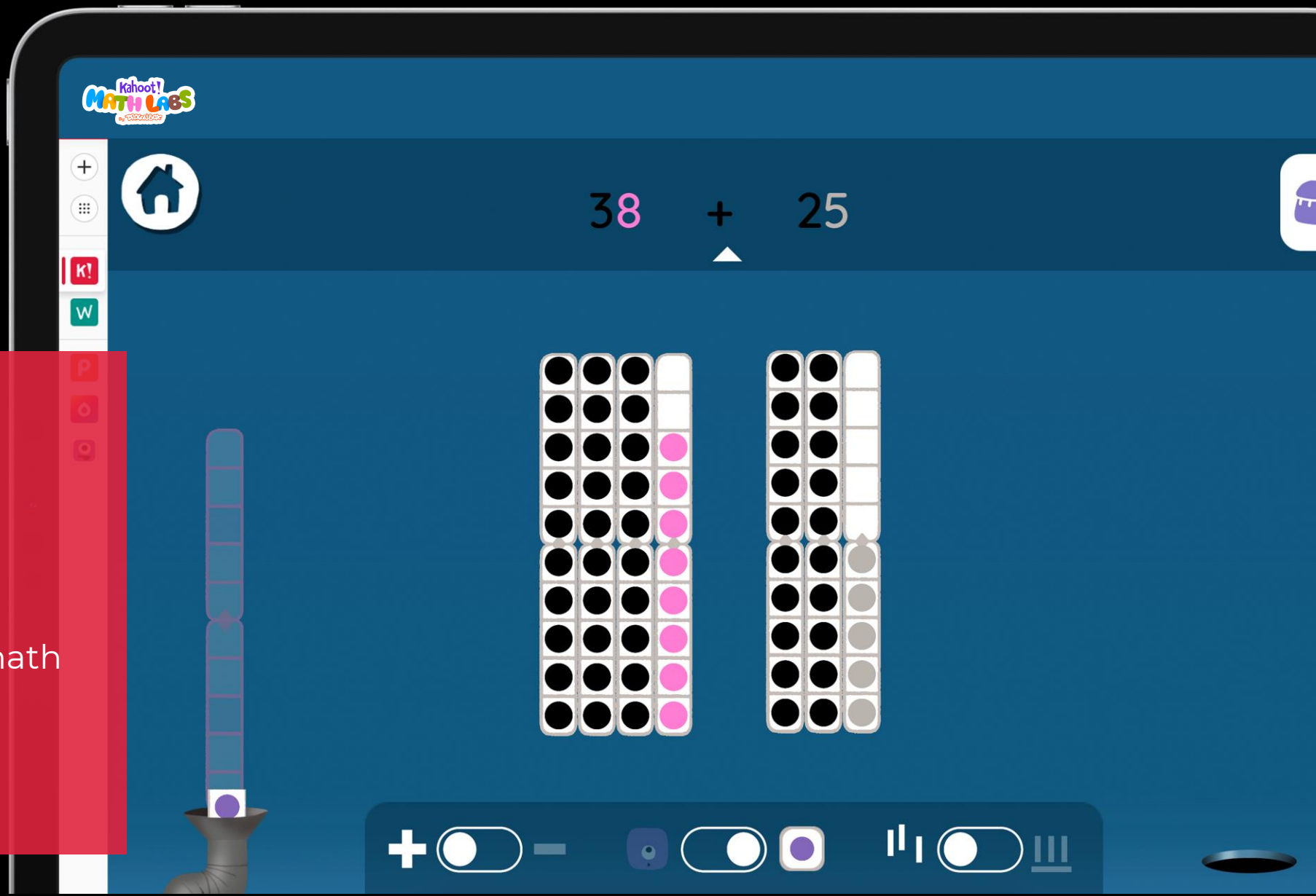


COMING SOON!

Introducing



Awesome tools to visualize math and effective number talk sequences, designed for all teachers and educators





# Why institutions upgrade to Kahoot! EDU



**Teachers**

## Provides powerful interactive teaching toolkit

- All question types
- Rich media (images, GIFs, audio, video)



**Students**

## Offers expanded student support

- Expanded study tools
- All kahoot creator features (Fall '21)



**IT Admins**

## Scalable across teams, departments and faculties

- SSO and integrations
- School kahoot library



**School & district leaders**

## Creates school spirit and measures learning impact

- Student-level assessment (Fall '21)
- Large school branded games (2000 players)



# Coming to Kahoot! EDU this fall



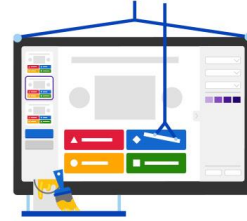
## Classes

Create or import class rosters. Share and assign kahoots to students



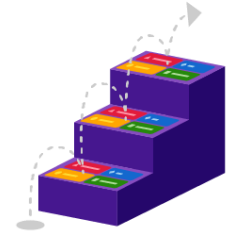
## Lessons

Combine kahoots with activities and content to enhance learning



## Student creation

Deepen learning and skill development through creation and presentation



## Student assessment

Follow individual student learning progress over time to assess or take attendance



# Kahoot! *EDU for K-12*

*Basic Teacher & Student*

**\$0**

user/month

**Engage and review**

- ✓ Basic features to create, play and host learning games
- ✓ Up to 100 players

**EDU** *Start*

**\$5**

teacher/month

**Scale-up Kahoot!**

- ✓ Basic teacher & student
- ✓ Distribute with license key
- ✓ Gain usage data
- ✓ Data processing agreement

**EDU** *Teacher*

**\$9**

teacher/month

**Teach interactive lessons**

- ✓ Interactive lessons toolkit
- ✓ New engaging question types
- ✓ Class assessment over time
- ✓ Up to 2000 players

**EDU** *Student*

**\$1**

student/month

**Showcase learning**

- ✓ Student creation of kahoots
- ✓ Classes with rostering
- ✓ Student-level assessment
- ✓ Up to 200 players

← **EDU site licence** →

- Attractive pricing options for getting started, predictable and site usage
- Centralized administration including SSO, user management and billing options





# Kahoot! *at home*



# 10m+

are using Kahoot! at home with over 100 million games played by families

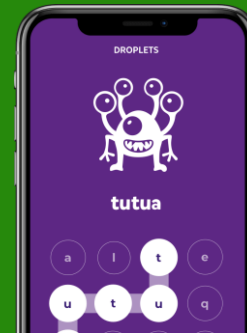
## Kahoot!+

Premium subscription for awesome learning for the entire family



## DROPS + DROPLETS

Language learning for everyone from 8 years and above



## Kahoot! *at home*

Learn math & algebra

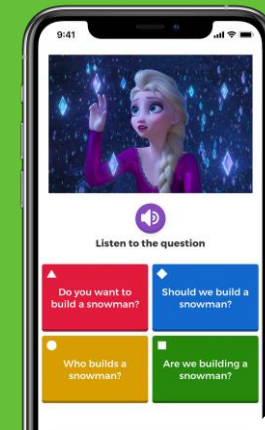


Learn to read



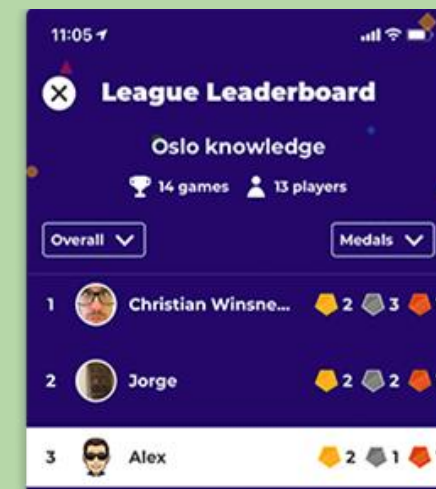
## Language Learning

Kahoot! App reads out questions and answers for all users, now supporting 30+ languages



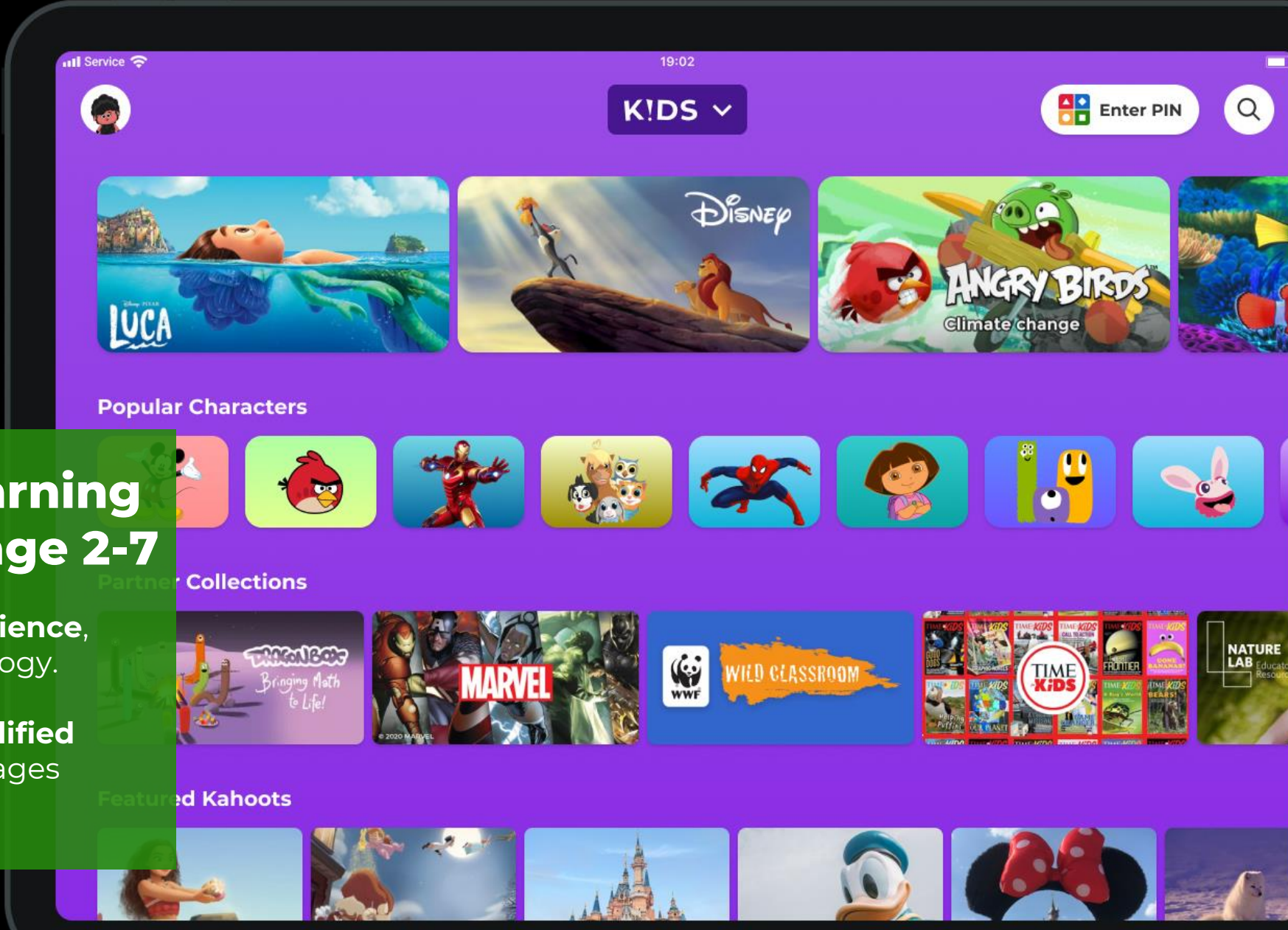
## Study at home

with flashcards, tests and challenging friends





COMING Q4!



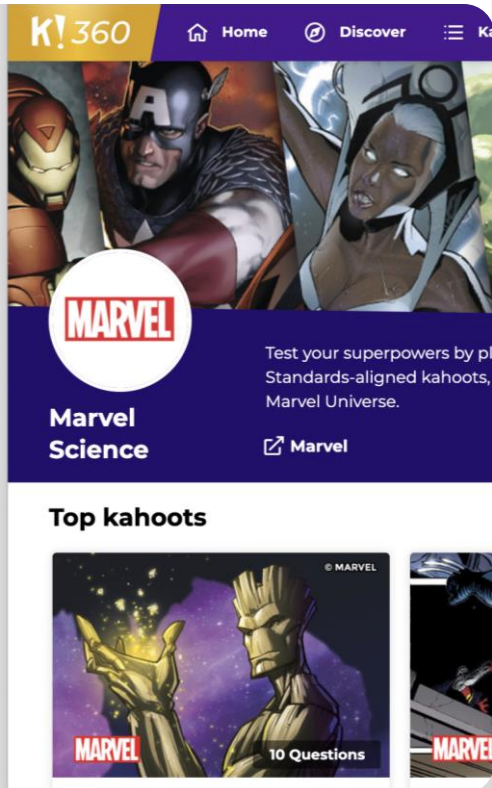
# Kahoot! Kids: Fun learning experience for kids age 2-7

A safe and customized user experience, with world class read aloud technology.

Soon available in Arabic and simplified Chinese, in addition to the 11 languages already on the Kahoot! app



Enhanced learning  
experience with  
premium IP



amazon

Available on  
Amazon Appstore

Apple

Apple Schoolwork features  
make teaching with Kahoot!  
even more awesome

Microsoft

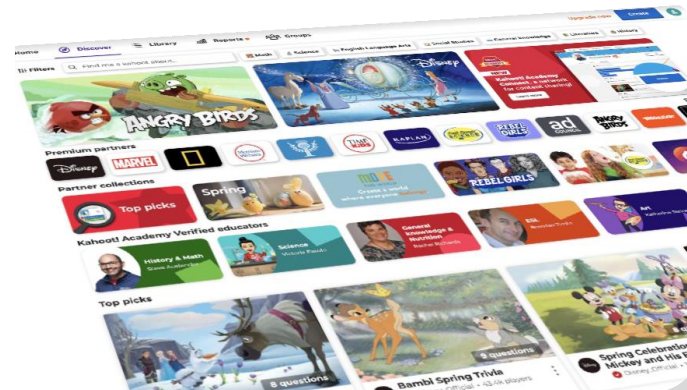
Engage with Kahoot!  
directly in Microsoft Teams  
and Powerpoint

Google

Extending the Kahoot!  
experience with Google  
Classroom

**Accelerated growth through the  
Kahoot! partner ecosystem**

**Kahoot!**  
Partners



**Selected new partners**



**Premium content partners**

Disney

Pearson

OXFORD  
UNIVERSITY PRESS

UNIVERSITY OF  
CAMBRIDGE

KAPLAN

NATIONAL  
GEOGRAPHIC





Filters

Find me a kahoot about...

Math

Science

English Language Arts

Social Studies

General knowledge

Literature

History

English (US)



## Featured



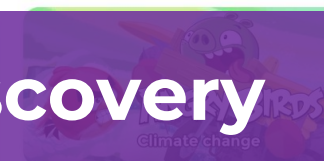
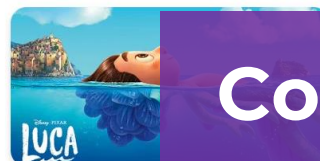
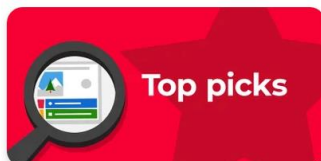
## Premium partners

See all

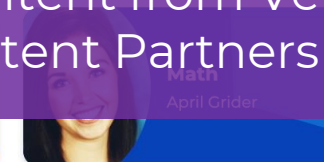


## Partner collections

See all



## Kahoot! Academy Verified educators



# Content Discovery

Easy and user-friendly discovery of the latest premium content from Verified Educators and Content Partners

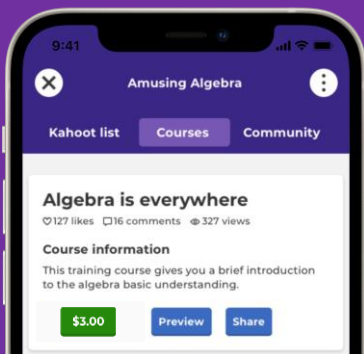
# 9m+

educators & teachers, and

hundreds of millions of students across the world use Kahoot! to make learning awesome

Marketplace  
coming soon

High quality, verified content



## Kahoot! Academy connect

Let's educators grow their own community to share knowledge



MinnaTeacher

Visit my blog on language learning and teaching

Follow

Embraced by over  
**25 million**  
players monthly



If teachers didn't try new things, our students wouldn't get the best from us.

Aimee Copple

## Premium learning content

By verified educators and publishers to engage students

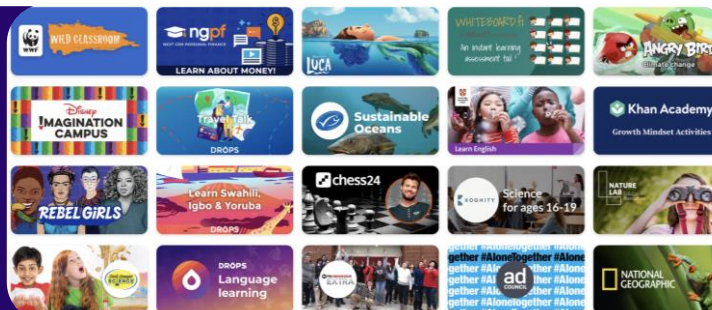


Find Your Spark with Pixar's Soul

2.5k favorites 186.4k plays 484.6k players

# Kahoot! ACADEMY

## Knowledge portal














COMING SOON

K!EDU

[Home](#) [Discover](#) [Kahoots](#) [Reports](#) [Groups](#)

[Upgrade](#) [Create](#)  





## Biology Basics

★★★★☆


USD 3.00

• 5 kahoots

• 4 documents


• 2 videos

Biology is a branch of science that deals with living organisms and their vital processes. Biology encompasses diverse fields, including botany, conservation, ecology, evolution, genetics, marine biology, medicine, microbiology, molecular biology, physiology, and zoology.



**Jayden Massey**  
Edited 20.06.2021


Content (11)



Kahoot

**Botany**


Jayden Massey



Kahoot

**Zoology**

Jayden Massey



Document

**Microbiology**

Jayden Massey

Reviews (7)

Good stuff

★★★★☆

I used this as a way to review what my students have learned from our lessons the last couple of months. And I am surprised to say that they have learnt a lot. Thanks for this!

Rikard Mose

Thanks!

Awesome!

★★★★★

My class absolutely loved this, and I will definitely be using it from Jaydens's collections! It is just amazing how well worked through the content is, and it really engages the students. We can all learn from the bugs!

Robert Peterson

Chana Hays



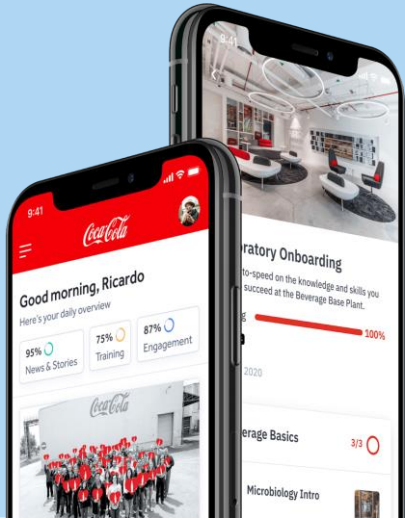
97% of the Fortune 500  
are Kahoot!ing

# New and existing customers are making learning awesome





## Engagement & Communication

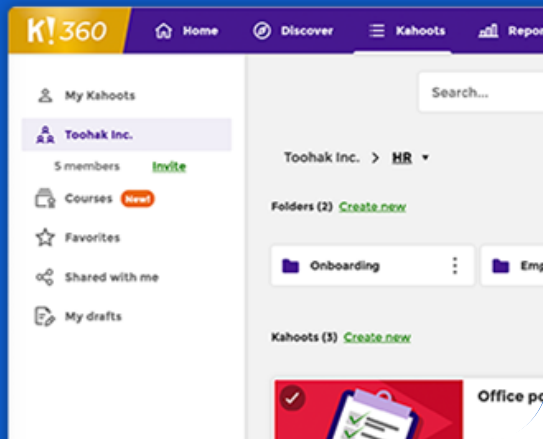


**97%**  
of the Fortune 500 are Kahoot!'ing

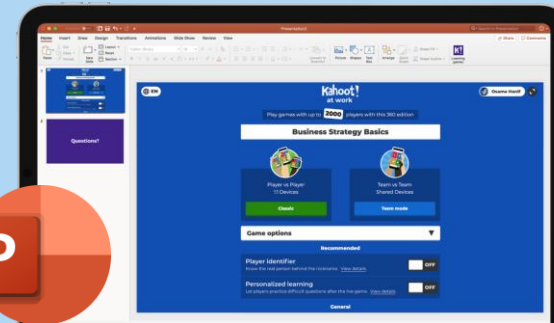


**Kahoot! at work**

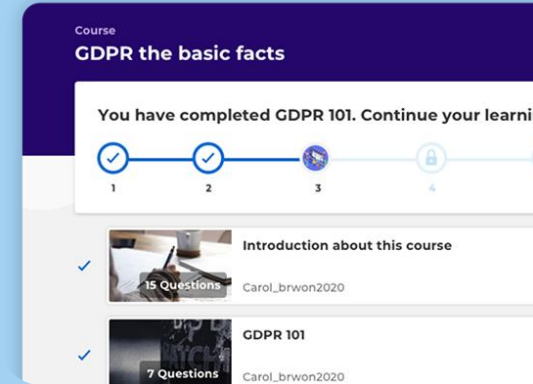
## Company culture



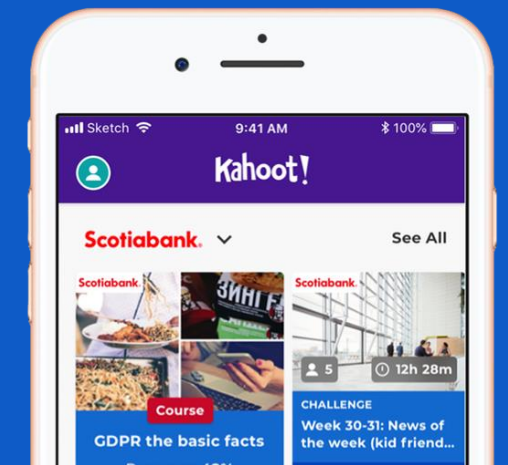
## Interactive presentations & meetings



## Training & development

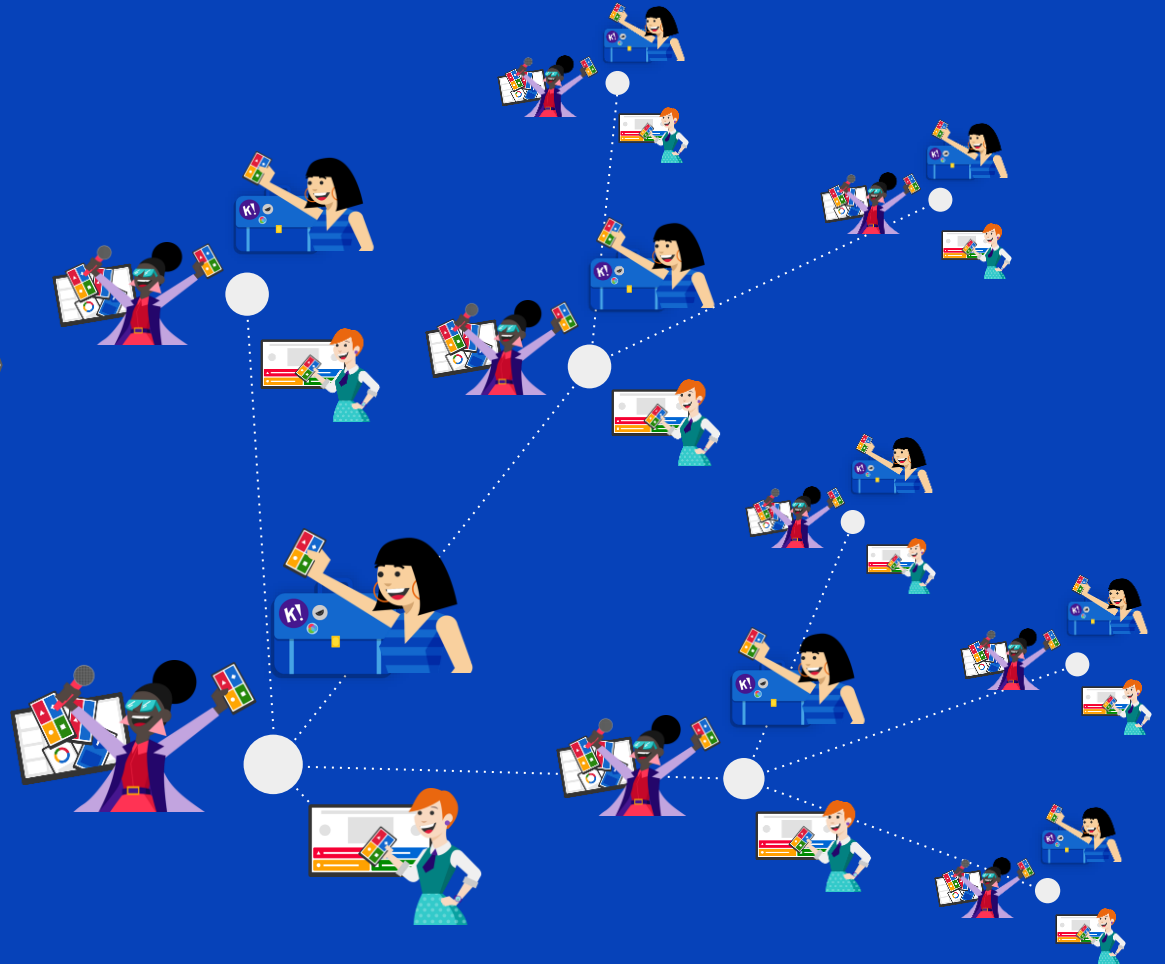
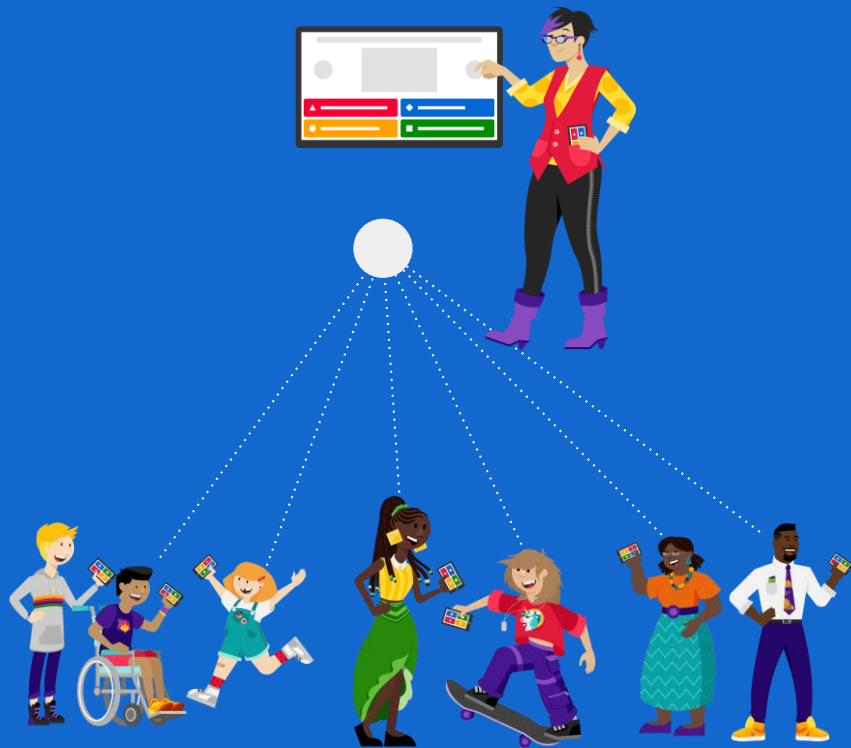


## A better experience for all learners





# *The transition from presenter centric to including everyone within the organization*





## Introducing **Kahoot!** 360 Spirit

### **The complete solution for Employee Engagement**

For all employees, to empower all individuals and teams to create, share and join engaging learning experiences and build organizational knowledge, including team spirit and company culture, corporate Learning, audience engagement!

TOOHAK Coffee Inc.

# Coffee Masters

Cancel

Start

All Kahoots Documents Videos

All sections ▼

Search



## Day 1

1. Done ✓



8 Questions

Kahoot  
Take a sip and start

Start

2. Currently on




8 Questions

Document  
Arabica - Handbook

Start

3.



4:07

Video  
Stefan Nowicki - Coff...

Play

4.



8 Questions

Kahoot  
Check that knowledge

Start

5.



8 Questions

Kahoot  
Milk - hero or villain?

Start

6.



8 Questions

Kahoot  
Black is the new black

Start

7.



8 Questions

Document  
Cold brew - sesonal h...

View

8.



8 Questions

Kahoot  
Just don't do it

Start

9.



8 Questions

Kahoot  
Sugar, sugar baby

Start

10.



4:07

Video  
Coffee Machine - Pt I

Play

## Day 2

11.



12.



13.



14.



15.



16.



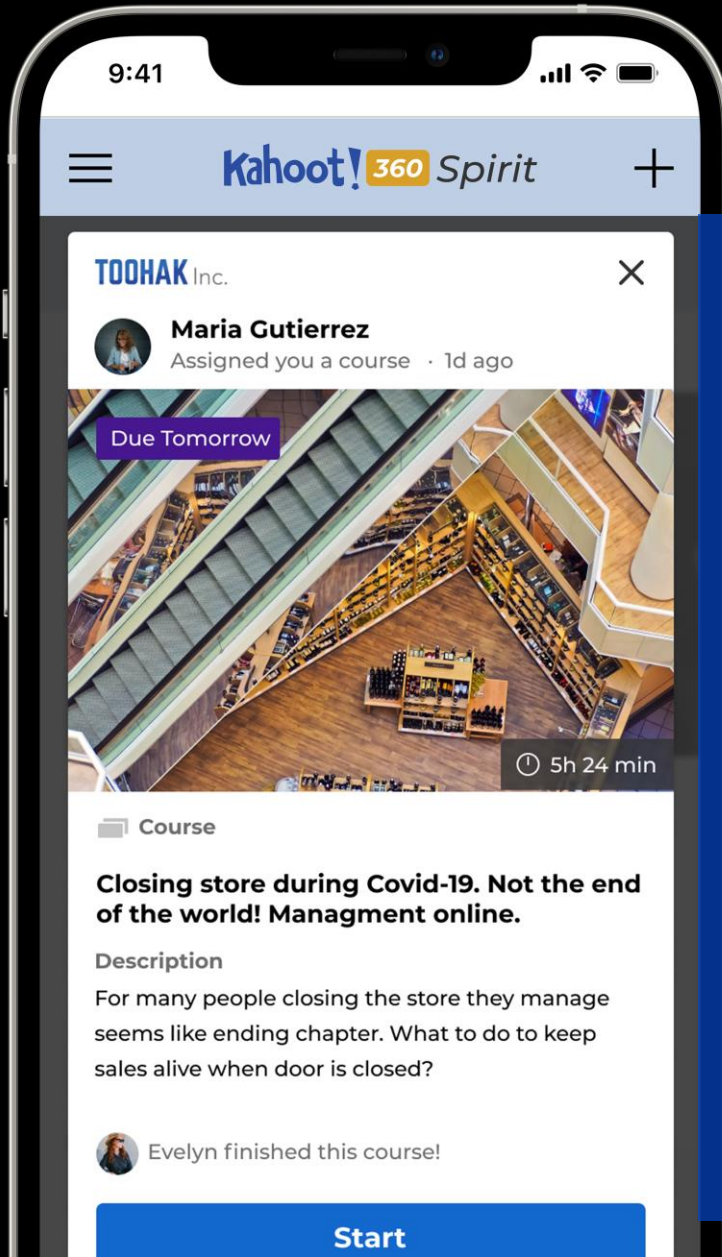
Kahoot! 360 Spirit

## Introducing Courses

Combine kahoots, videos, documents and tutorials for continuous training and development!



# Kahoot! 360 Spirit



## Main features

- Build team spirit by creating and hosting session to everyone in the organisation and amongst peers
- Complete training courses individually or as teams
- New team building experiences for live sessions and self-paced training
- Ability for mandatory training and polls with full reporting including identity management
- Enhanced cross-organization aggregated reporting
- Proprietary company content library with access to 3<sup>rd</sup> party content from partners and consultants

From  
**\$6**

per employee per month

For larger organization Kahoot!  
360 Spirit Premium available  
from \$9 per employee per  
month

Full launch and general  
availability in Q2 2021

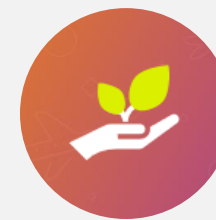
**30+ million app  
downloads**

## Latest content releases

*\*1st Language App to offer all 3 African  
Languages (Swahili, Igbo & Yoruba)*



Animal  
Sounds

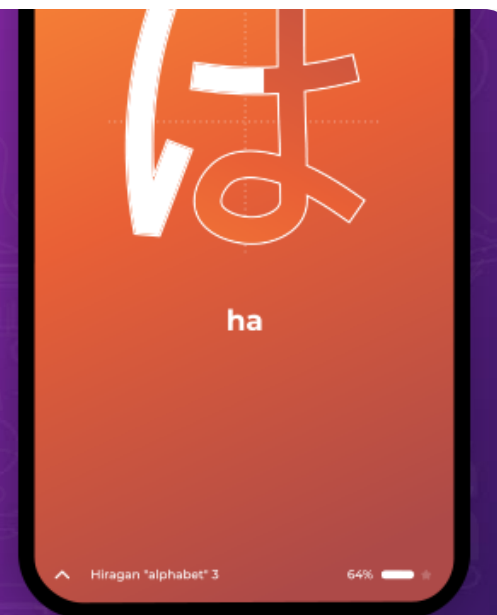
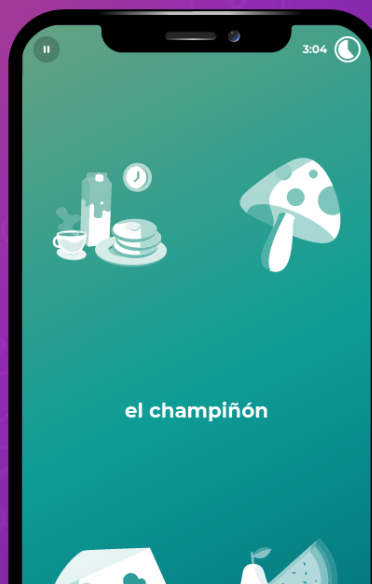


Climate  
Change



African  
Languages\*

**DROPS**  
Language Learning



**120K monthly  
subscribers  
studying 45  
languages in over  
200 countries**

**Free for 5 minutes a day & premium subscriptions from \$9.99 per month available**



**DROPS**



**DROPLETS**



**SCRIPTS**

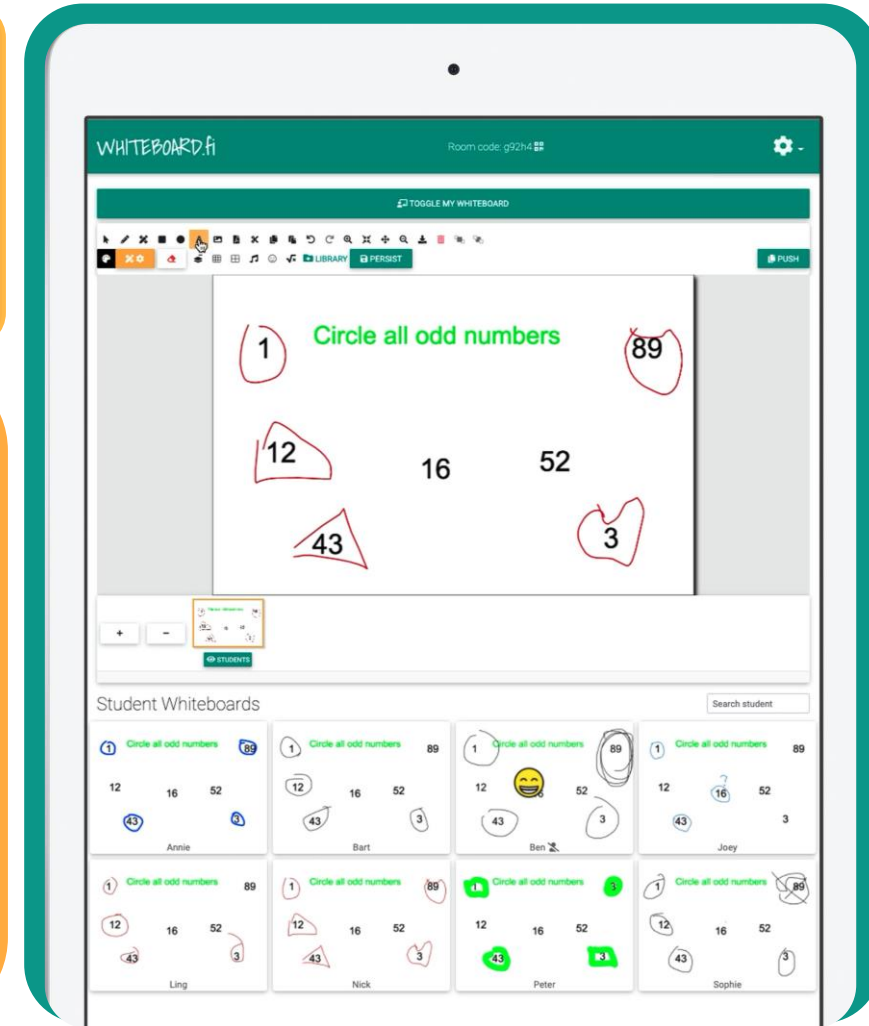
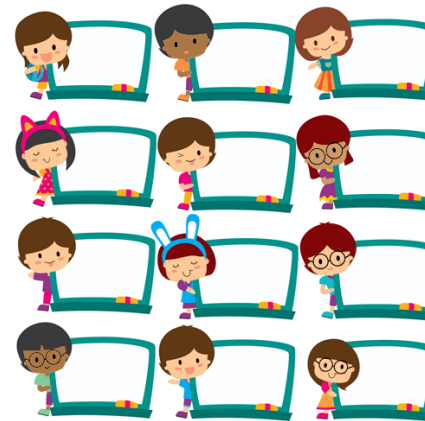


Millions of awesome teachers and students are using Whiteboard monthly!

WHITEBOARD.fi

a Kahoot! company

Online whiteboard tool!



Free & premium subscription from \$4.99 per month

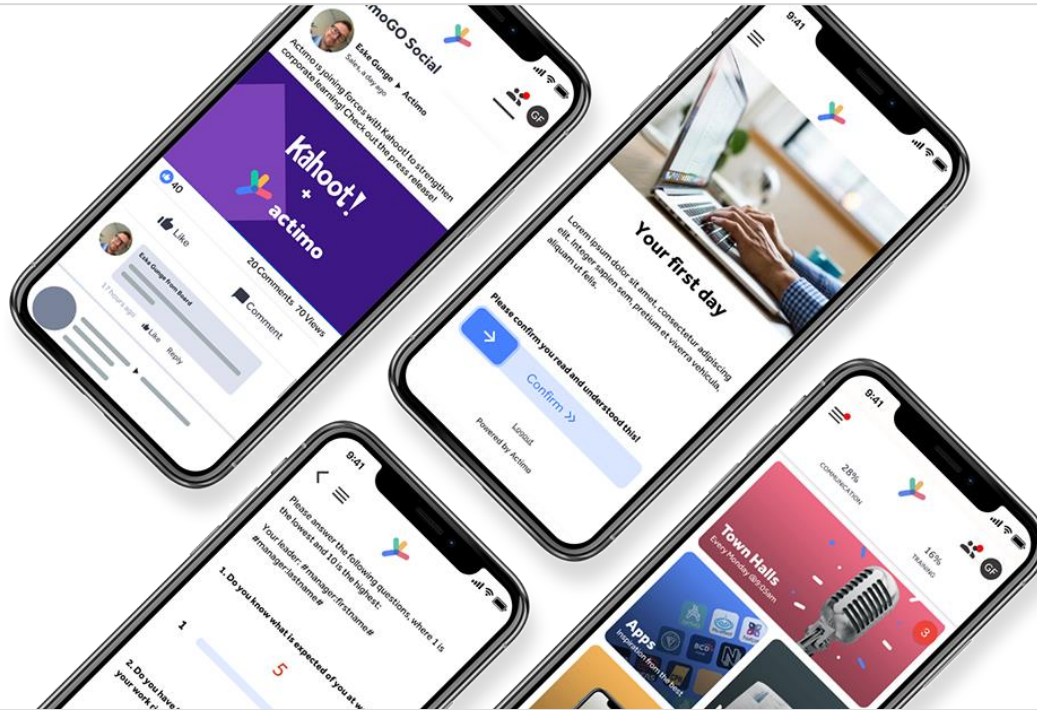
Live collaboration

Instant formative assessment

Engage everyone!

Over **130K** monthly  
active users

The Employee Engagement  
platform **for remote employees**



Helping more  
than **230**  
premium brands  
reaching **300K+**  
employees in  
**80** countries

Selected new and recurring customers in Q2

Attendo

SVITZER

SONOS

Canon

KPMG

BCG

CIRCLE K

COMPASS  
GROUP

EMCOR

intel Google

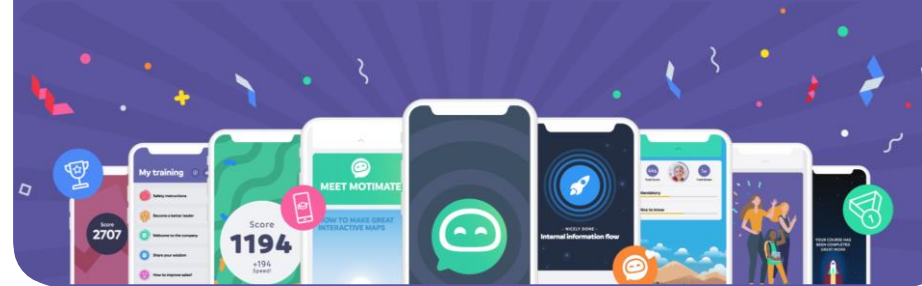
Over **160K** monthly  
active users

Learning made fun, easy and  
rewarding for everyone

**motimate**   
a **Kahoot!** company  
Employee Engagement



Over **280** companies &  
organizations in over **35**  
countries are already  
happily Motimating away



A selection of happy customers

  
Nordic  
Choice  
Hotels

  
raise  
join the  
adventure

  
DNB

 Save the Children

  
REMA 1000

 Staples

  
7  
ELEVEN

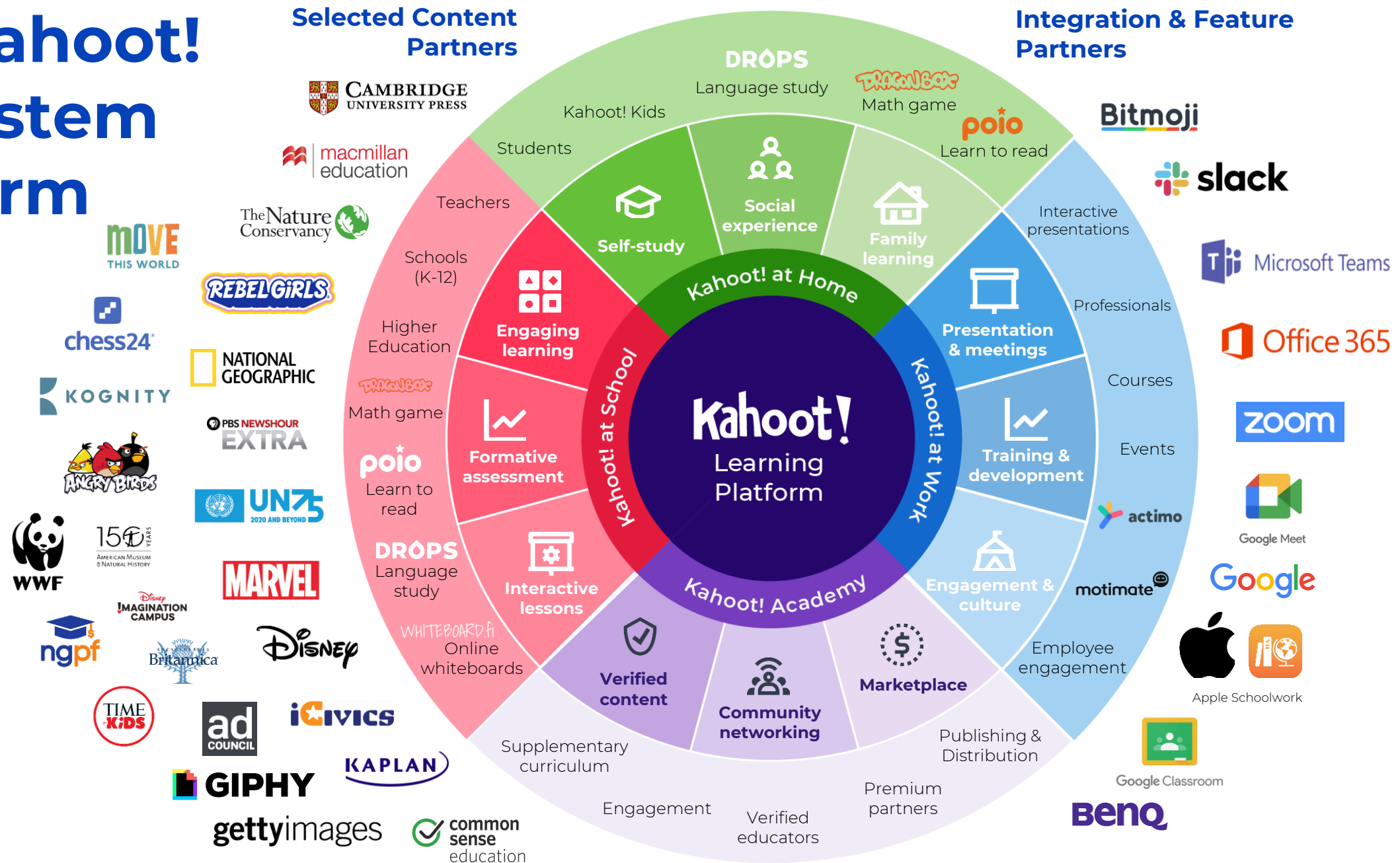
  
VARNER

  
PHOENIX group

  
norlandia

  
Manpower

# The Kahoot! ecosystem platform



Even better  
teacher tools!



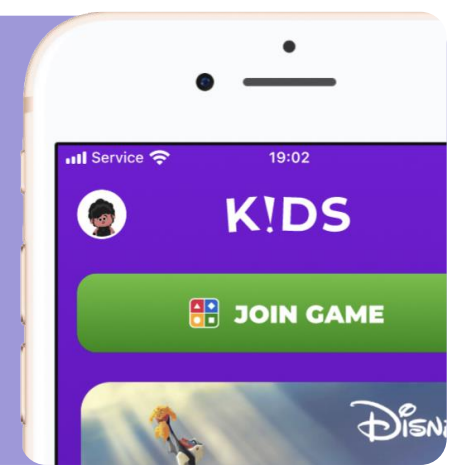
Fun math and language learning at School

**K!EDU** Student

Elevate learning at  
schools and districts

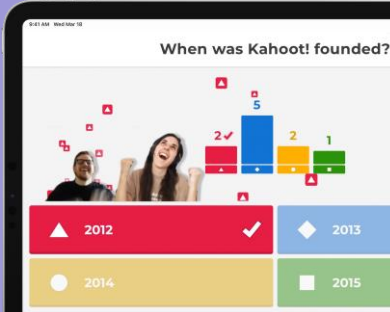
**Kahoot!  
Kids**

Tailored Kahoot!  
experience for  
2-7 year olds



**Kahoot! 360 Engage**

Next generation  
engagement for  
Google Meet,  
Microsoft Teams  
and Zoom



**Launching  
2021!**

**ACADEMY Marketplace**

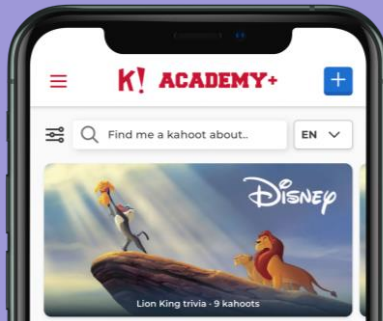
Collection  
**\$5.00**

Buy now

*A new way for  
teachers and  
professionals  
to share and  
sell content*

**Kahoot! ACADEMY +**

Network,  
share,  
engage!



**Global  
expansion!**  
Kahoot! app in  
Arabic and  
simplified  
Chinese



More releases to  
be announced...



# Kahoot!



**Kahoot!** started 2012 as a quiz-based game to **ensure attention, create engagement** and **provide knowledge** in classrooms



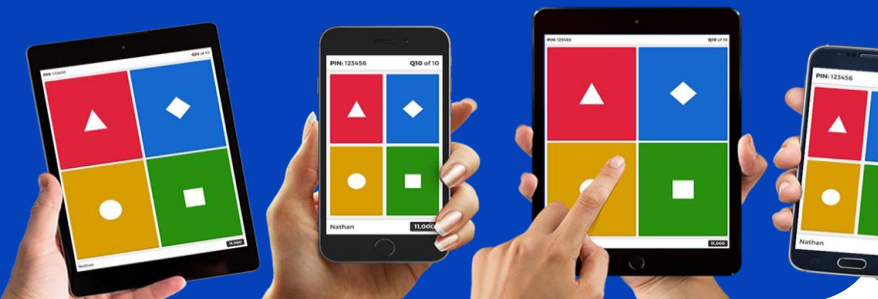
**Global recognized brand with a viral distribution model based on scalable technology platform**



**User centric, data-driven and iterative** approach to product development and innovation

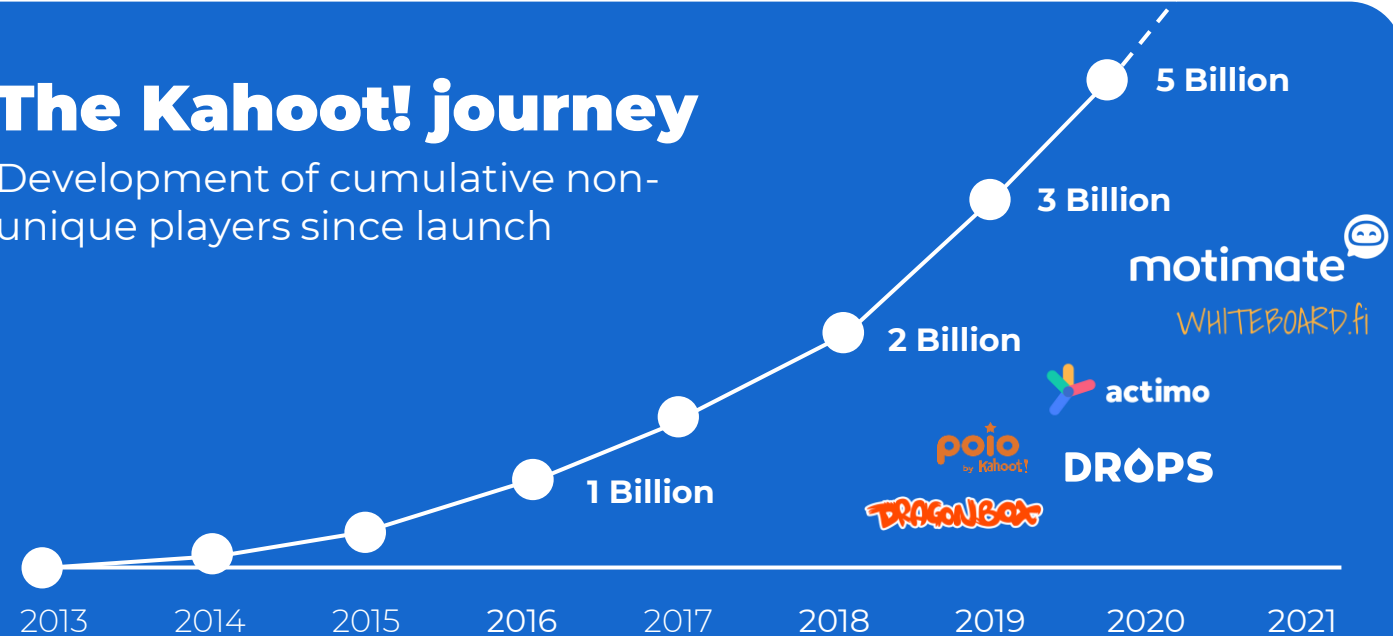


**Over 100m user generated Kahoots, 300m games** played last 12 months with **1.8bn participating players**



## The Kahoot! journey

Development of cumulative non-unique players since launch



### 2013-17

**Launched**  
September 2013

**Growth focus** on  
US and K-12

**Top 3 tool** in US  
education

**50+ employees**

### 2018

**Launched first commercial editions** with 40k paid subscriptions

**Launched mobile apps for iOS and Android**

**75+ employees**

### 2019

**New commercial subscription editions** for all segments

Reaching 170k paid subscriptions

Acquisition of **Poio** and **DragonBox**

**120+ employees**

### 2020-21

**More commercial offerings**, over 930k paid subscriptions

Launched first **platform service**

Acquisition of **Actimo, Drops, Whiteboard.fi, Motimate** and **Clever** (pending completion)

**250 employees**



# Clever



# Clever Update

**Disclaimer: Please note that the transaction has not been completed**

## Completion of the transaction

- With a focus on expanding our presence and offerings, in the second quarter we also announced the acquisition of **Clever, Inc**, the most used digital learning platform in U.S. K-12 (kindergarten to 12th grade) schools.
- Completion of the Clever transaction is pending satisfaction of regulatory approval by The Committee on Foreign Investment in the United States (“CFIUS”) and **completion of the transaction is expected in the second half of the third quarter 2021.**

# Kahoot! will acquire Clever, a leading US K-12 EdTech learning platform

Uniquely positioned offering for U.S. market

Passionate cultures, shared values

Complementary strengths that create unique advantage

Significant growth and global expansion opportunities



Kahoot! + Clever

**Making learning  
awesome, together!**



# Clever

*A Digital Classroom to Love*



Founded in 2012 by CPO Dan Carroll, a former educator and CEO, Tyler Bosmeny and CTO Rafael Garcia, who saw from experience that **the edtech boom was creating immense usability challenges for K-12 students, teachers, parents, and developers**



The Clever platform was initially invented to give students & teachers single sign-on to all of their edtech resources – and **has become the most popular learning platform for U.S. K-12 students**



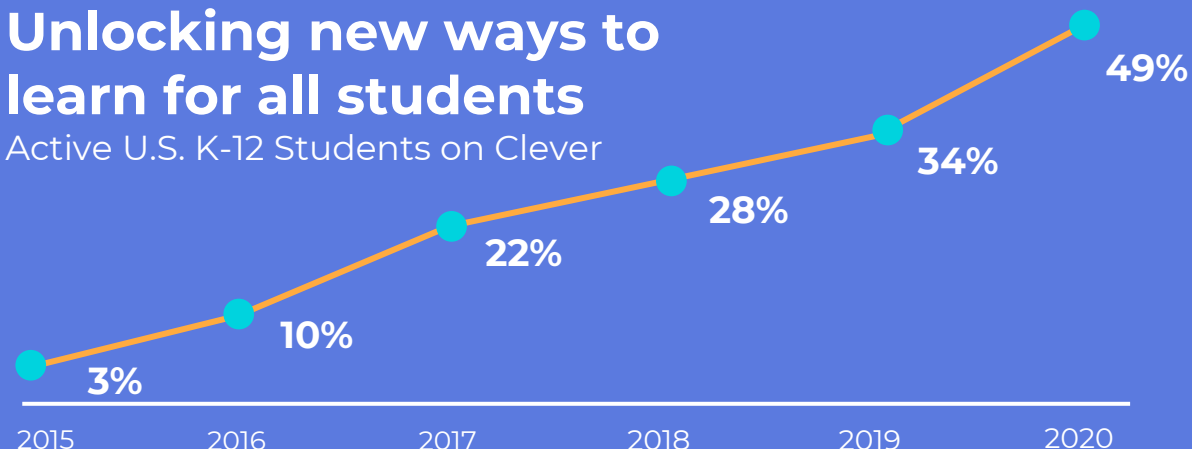
Today, Clever has **175+ employees (40% Prod/Eng)**, and are **based in San Francisco, CA and Durham, NC**



At \$44M in expected billed revenue 2021, Clever is just scratching the surface of monetization, and is **uniquely positioned to win the biggest opportunities in education today**

## Unlocking new ways to learn for all students

Active U.S. K-12 Students on Clever



**2012**

### Founding

Building the **API** and demonstrating market fit

**2012-15**

### Solving the Problem

Creating the **single sign-on solution** to simplify online learning

**2016-20**

### Building a Platform

Becoming a go-to resource across the industry

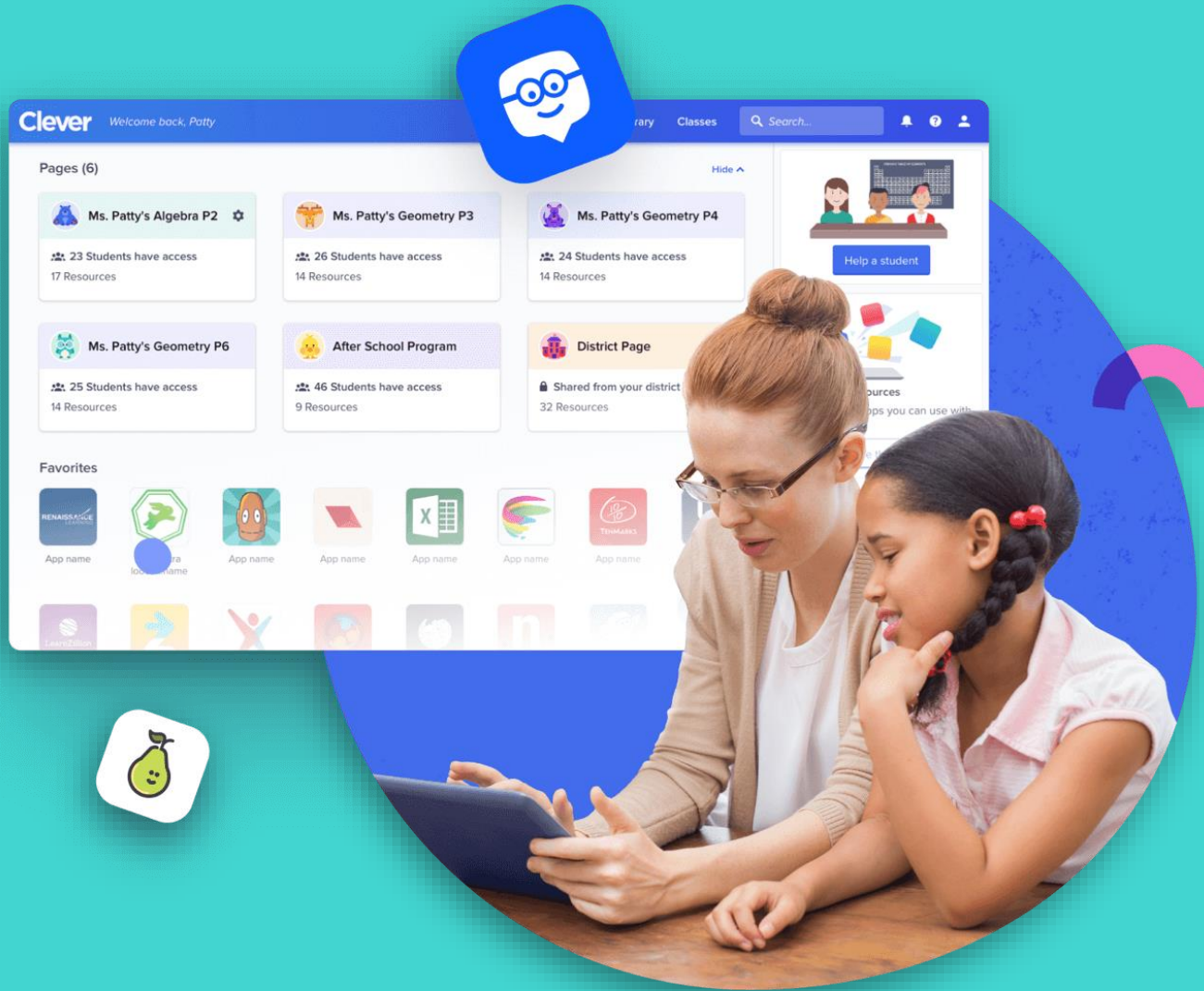
Launching **free App Store**

**~50% of U.S. K-12 students** and **65% of school districts** now use Clever

**2021+**

### Building on Top of the Platform

Grow the business, including **global expansion**, starting with 3 English markets in 2022, and **the paid Clever App Store**, an enhanced buying experience for schools and districts



# Clever Fall Updates

- Released new experience for parents, Clever Messaging
- Released first paid-to-schools offering, Clever IDM
- New commercial partnership with Google Classroom just released to schools
- Clever tracking meaningfully ahead of annual plan, just passed \$40M USD in ARR



# Clever Parents

Clever has released a new messaging experience to bring parents onto the platform.

For the first time, parents can download the Clever app onto their Android and iOS devices and stay in touch with teachers while on-the-go!

Clever makes a world  
of digital learning  
instantly available

**1.2M**  
monthly active  
teachers

**90K+**  
schools

**20M**  
monthly active  
students

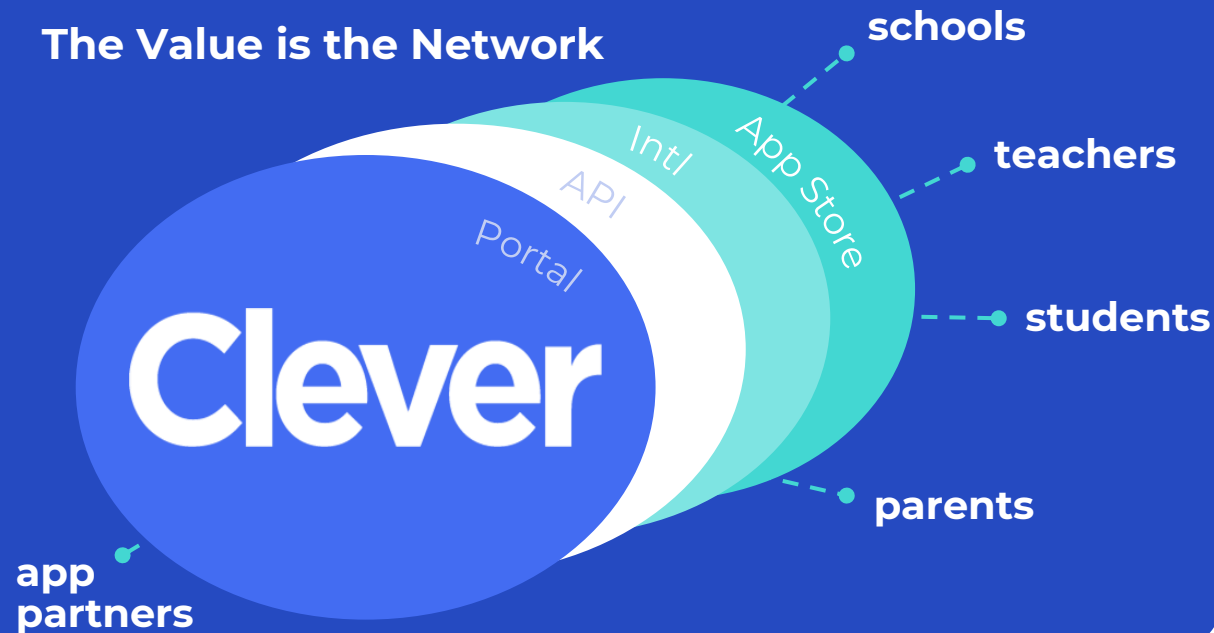
## Clever Portal

a Digital  
Classroom to Love

## Clever Data API

connecting schools  
to applications

### The Value is the Network



Used by **96** of  
the top 100  
districts in the U.S.

**600+**  
EdTech applications



## Clever Badge

fast and secure  
QR-code login  
for all students

## Clever App Store

make informed edtech  
purchases in one place

Clever's Platform Powers the Biggest  
Brands in Education Today

Google

zoom

Mc  
Graw  
Hill





# Kahoot!

[www.kahoot.com/investor](http://www.kahoot.com/investor)

